

ABSTRACT

A method is disclosed for delivering television programming, including advertisements, to subscribers using a tiered video system. Advertisements or other video programs are associated with a plurality of channels, one or more of which may be used for programs. The user selects a program on a first channel for display on a television. The method switches the television from the first channel to a second channel having a video program, such as an advertisement. For example, the system displays programming from the first channel and displays an advertisement from a second channel during a commercial break in the program. After displaying the advertisement, the method switches the television channel back to the program channel. The channel switching is transparent to the user, and the advertisement may be a targeted selected from a group of advertisements to most closely associate with a profile of the subscriber stored in memory.

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